



STRUCTURE OF THE CASE HEALER'S HANDS – collaboration between young women and students through WINnovators Module 1. “*STEM and STEAM entrepreneurship in the communities - Challenges*”.

The first Winnovators pilot training in Serbia began with an online kick-off meeting in April 2023. In the first round, 15 young women from rural areas or underprivileged groups like Roma or returnees (rejected asylum seekers) participated as entrepreneurs or pre-entrepreneurs. The young women formed 15 two-person teams with 15 female students' help. The pilot's first phase ended in June 2023.

Context (where, who, how)

Adrijana Mancic (29) from Pirot, a small town in Eastern Serbia, and Nadja Cirovic (28), PhD student at the Belgrade Banking Academy – Faculty of Banking, Insurance, and Finance, Union University Belgrade, began working together in April 2023 as part of the Winnovators project. They met at the first online Winnovators Pilot meeting in Serbia, organized by BADEN Network and Association of Business Women in Serbia. After the Winnovators meeting, they ran the meeting themselves and named their team the Healer's Hands.

Activity description (what, how, why)

Adrijana and Nadja joined Winnovators as one of the young woman/student teams. Starting as Winnovators project trainees in the team “Healer's Hands”, they studied Module 1: General Learning as well as Challenges. To help Andrijana pass Winnovators classes, Nadja advised her. Nadja inspired Andrijana by demonstrating to her that the major reason for starting a solid business, in addition to the business idea, is to learn how to run it.

The Healer's Hands team completed Adrijana's holistic massage facility business plan as the inaugural Winnovators assignment. Adrijana's business plan from the Winnovators initiative helped her secure non-refundable money for her business, which was a big success as she couldn't equip the center with work tools and raw materials by herself. Through digital marketing tools, Adrijana raises awareness of the holistic approach and its benefits using Winnovators platform knowledge. Securing Adrijana's center, investing in knowledge, and constantly introducing innovations in holistic massage business will be done using Winnovators platform expertise in the next phase of the project.

Conclusion

This specific case illustrates that it is possible for young women to implement a business idea if they follow a suitable learning path and have good guidance. Of course, hard work, determination and readiness to overcome all difficulties along the way are prerequisites for success.

Project **WINNOVATORS**

“**Boosting young women entrepreneurial spirit and skills to become the Women INNOVATORS of the future**”



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